

Mobiqa case study

Molson Rocks Revealed.

Tickets for the sell-out Molson Rocks Revealed events were offered to music fans by mobile phone.



CASE STUDY: Billy Talent: Molson Rocks Revealed

17 October 2007, Phoenix Concert Theatre, Toronto - Mobiqa teamed up with their Canadian partner; MyThum, to provide mobile tickets for Molson Canadian Rocks Revealed. This was a highly secretive event where Billy Talent was ultimately 'revealed' as the mystery band.

Tickets for this sell-out event generated a huge amount of interest as this was



the first time ever mobile ticketing was used for an event of this kind in Canada and it was the first time



able to get their hands on a pair of tickets for the event by entering the competition; 'Guess the Band to Score Free Tix to the Show.' Clues were given out about the mystery band and those who guessed correctly won a pair of mobile tickets for Molson Canadian Rock Revealed.

The inaugural, all mobile ticketed event used WAP Push and proved a phenomenal success with over 1,500

ever Mobiqa used WAP Push to deliver the mobile ticketing to customers.

Music fans were

people accessing the venue to see Billy Talent with their mobile phones.

Paul Lipson, Brand Manager, Molson Canadian explained, "Molson Canadian Rocks Revealed generated a lot of interest and buzz among our target customers and we are proud to be the first company in Canada to use mobile tickets as a ticketing platform for a live music event. We hope to continue working with MyThum and using Mobiqa"; technology in the future as we continue our involvement in live music and sporting events.



Technology Overview
Receiving tickets on the mobile phone for the Molson Revealed events by WAP was the first event of its kind in Canada.

1.



Music fans wishing to receive a mobile ticket for the Molson Rocks Revealed events, are given clues to the band which they text in. If correct, they win a pair of tickets.

2.



3.



MyThum receives the customer's mobile phone information and using Mobiqa's mobile ticket technology, customers are sent a fully optimised Molson Rocks Revealed ticket straight to their phone with WAP Push.

The Molson mobile ticket is a fully optimised and secure barcoded ticket which is scanned and validated at the entrance to the venue of the music event to allow access.